Research, Write, Present | Multimedia Presentation

Presentation Design

Key Concept
Which is easier for you to remember—something you hear or something you see? Visual representations of information can make a strong impression on most people. When you give a presentation to an audience, its visual design has as much impact as the words you say.

Graphic design is the art of creating publications and presentations that capture and hold the attention of readers and viewers. Graphic design uses type and graphics to make publications and presentations more visually appealing.

Presentation tools provide the technology you need to create a slideshow presentation. Graphic design provides the knowledge and skills to use the technology tools effectively. Some basic design principles can help you get the most out of your presentation tools.

A quality presentation looks good, is easy to read from a distance, and communicates a message. Can you produce a quality presentation? You can when you know the basic principles of graphic design.

Look Ahead

Task: Create a visual design for your presentation.

Goal: Show that you know how to apply basic design principles to presentation tools.

You may want to review an example of a presentation with design elements before you begin.

See the example: Presentation with Design Elements
Vocabulary

Words to Remember
This page gives basic definitions for some important terms that can help you learn about presentation design. You can get a more complete definition of each term from Fact Monster*.

New Words
Alignment: Specific arrangement of type and graphics in a publication.

Balance: Overall distribution of type and graphics on a page to create a desired effect.

Graphic Design: The art of using type and graphics to communicate information with a desired effect.

Proximity: How close together type or graphics are arranged in a publication or presentation; usually used in design to create a desired effect.

Repetition: Type or graphics used more than once to create a desired effect.

Type: A style of letters and numbers used in a publication or presentation.

White Space: An area of a publication with no type or graphics.

Review Words
Application: A computer program designed for a specific purpose.

Audience: The people who read a publication or view a work of art, performance, or presentation.

Contrast: Type or graphics that work together to create a desired effect; also, study two (or more) people, groups, places, events, ideas, actions, or objects to identify distinctive characteristics.

Graphics: Using pictures and other visual elements to communicate information.

Multimedia: Combining more than one type of information, such as words, numbers, images, audio, and video.

Presentation: An explanation of a topic given in the presence of an audience.

Presentation Application: A software application designed to create multimedia presentations.
**Program**: A set of instructions for a computer to perform.

**Proofread**: Read to find problems with writing mechanics before a document is shared with an audience.

**Template**: A computer file designed to open a copy of itself by default so its formatted content can be used and modified to create similar documents.
Exploration

Learning from the Web
How can you make your presentation capture and hold the attention of your audience? Explore some Web sites about effective presentations and graphic design. Learn how to use graphic design to make your presentation more visually appealing.

While you explore the following Web sites, think about the guiding questions. You may want to take notes to help you answer the questions. If you think of other questions about presentation design, keep those in mind too.

Guiding Questions

- What should you do when creating a presentation?
- What should you not do when creating a presentation?
- What design principles can you use to improve your presentation?

Web Sites

Visual Design

- Top 9 Tips for Students* from About*
- 10 Tips for Designing Effective Presentation Visuals* from 3M*
- Principles of Design* from About*
- Examples of Principles of Design* from About*

Special Effects

- Animating Text* from Internet4Classrooms*
- Creating Transition between Slides* from Internet4Classrooms*
- Add Transitions to PowerPoint Slides* from About*
- Apply an Animation Scheme to a PowerPoint 2003 Presentation* from About*
Information

What to Know
This page summarizes some of the information from the Web sites you explored. This information helps you learn what you need to know for this activity about presentation design. You may want to take notes to help you remember the most important points. You can return to the Web sites for more exploration if you want to learn more.

Designing a Slideshow Presentation
A quality slideshow presentation looks good, is easy to read from a distance, and communicates a message. Creative use of color and fonts can make a presentation more visually appealing. Images, audio, and video can communicate a lot of information very quickly. Special effects such as animations and transitions can add action and momentum to the presentation.

Presentation Dos and Don’ts
You can apply basic principles of design to what you learned about presentation tools. Use design elements correctly and sparingly. Your design should not look cluttered or be difficult to read or view. You want your audience to understand your message clearly.

Some basic “dos and don’ts” can help you design a quality presentation:

What to Do When You Design a Presentation
- Focus on a single concept on each slide
- Use key phrases from your main points as titles
- Use fewer than five bullet points and keep the text simple
- Use key phrases from your supporting points as bullets
- Maintain a consistent look and feel by repeating colors and fonts
- Use contrasting colors for text and background
- Use fonts that are easy to read from a distance
- Align fonts and graphics so that they are easy to view
- Leave white space and balance the content of each slide
- Add multimedia that conveys information about the topic
- Add special effects when they serve a specific purpose
- Check spelling
- Use consistent punctuation
- Proofread the presentation

What Not to Do When You Design a Presentation
- Put more than one main idea on a slide
Technology Literacy

- Write long titles that require two lines or a small font
- Use more than five bullet points on a slide
- Try to include every detail from your essay on a slide
- Use too many colors or fonts
- Use colors or fonts that are difficult to read from a distance
- Feel like you need to fill up every inch of a slide
- Add multimedia that is unrelated or weakly related to the topic
- Add special effects that disrupt the flow of the presentation
- Think that spelling and punctuation are unimportant in a presentation
Task

What to Do
Complete the following task to show what you have learned about presentation design. While you work through the task, think about whether you are achieving the goal. You may want to review an example of a presentation with design elements before you begin.

**Task**: Create a visual design for your presentation.

**Goal**: Show that you know how to apply basic design principles to presentation tools.

**See the example**: [The Warming of the Earth Presentation Design]

1. Open your presentation.
2. Use what you learned about visual design to enhance your presentation.
3. Remember to save your presentation often while you work.
4. Check with your teacher to make sure you followed the basic guidelines for creating an effective presentation.
5. Check the spelling and grammar of your presentation.
6. Double-check your work by reading the presentation carefully one more time.
7. Review the checklist and revise your presentation to make sure it is complete.
8. Share your presentation.
Design Principles

Design Principles
Six basic design principles can help you create a quality presentation. These principles are *guidelines*, not rules. Creative graphic designers often “break the rules” to create interesting effects. However, the six principles can help you design a presentation that captures your audience’s attention and is easy to read and understand.

The six principles of graphic design are:

- **Alignment** makes your presentation easy to see and read. Well-aligned type and graphics complement each other without obstructing other elements.
- **Balance** sets the tone for a presentation. An even distribution of type and graphics can make a presentation more soothing or serious. An uneven distribution of type and graphics can make a presentation more active or amusing.
- **Contrast** directs the audience’s attention to a specific place or idea. Differences in size and appearance of type or graphics can create eye-catching contrast.
- **Proximity** uses space to show how type and graphics are related. Placing two elements close together suggests a close relationship or agreement. Placing elements far apart shows a weaker relationship or tension.
- **Repetition** helps the audience follow the logic of a presentation. If every type and graphic looks different, the audience may get lost quickly. If similar elements have the same look, the audience can follow along easily.
- **White space** gives the audience’s eyes a rest. If every inch of a presentation is filled with type or graphics, the audience may become overwhelmed. White space does not have to be white. It can be any color as long as the space is empty and the audience does not have to focus on it.
Task Example

- Global Warming affects marine life.
  - Dying off of coral
  - Loss of cold water habitats for marine life
  - Changing food supply, breeding, and nesting

- Global Warming affects animal kingdoms.
  - Northward migration to avoid warmer weather
  - Competition with new predators
  - Change in animal habitats

- Conclusion
  - If we don’t want the world to be a different place
  - We need to understand and reverse the effects of global warming.

- Other impacts:
  - Loss of life due to increased ocean acidity
  - Loss of property due to rising sea levels
  - Loss of food sources for humans
  - Increased wild animal sourroundings